GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism – APTA - Administrative sanction for an amount of Rs.898.00 Lakhs towards already incurred/committed tourism promotion activities, by the APTA, including participation in events, exhibitions and associated arrangements for the current Financial Year 2025-26 – Accorded -Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (TOURISM) DEPARTMENT

G.O.RT.No. 175 **Dated: 11-12-2025**

Read the following:

1. G.O.Rt.No.1484, Finance(FMU-GAD-2) Dept., Dt:21.04.2025.
2. G.O.Rt.No.81, YAT&C(T)Dept., Dt:23.04.2025.
3. G.O.Rt.No.99, YAT&C(T)Dept., Dt:20.05.2025.
4. E.fiel.C.no.2761879 received from the CEO, APTA.

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O R D E R:

In the reference 1ST read above, a Comprehensive Budget Release Order has been issued to Tourism Department for an amount of Rs.2,28,90,08,000/- (Rupees Two Hundred Twenty Eight Crore Ninety Lakh and Eight thousand) for the period from 1st April 2025 to 31st March 2026 i.e., for the first, second, third & fourth quarters of the current financial year 2025-26, as indicated in the Annexure to the said G.O.

2. In the reference 3rd read above Government has allocated an amount of Rs.78.00 crore under HOA:3452-01-190-05-380-387, towards organizing various tourism promotional activities during the financial year 2025-2026 viz., Mega Events, District Events, World Tourism Day celebrations, International and National Road Shows, Social Media Branding, Hoardings/Digital Advertisements, Brochure Printing, and Development of Promotional Events across the State.

3. In the reference 4th read above, the Chief Executive Officer, Andhra Pradesh Tourism Authority has requested for issue of a Budget Release Order for an amount of Rs.898.00 Lakhs towards already incurred/committed tourism promotion activities, including participation in events, exhibitions and associated arrangements, undertaken as per approved decisions and Government directions.

4. After careful examination of the matter, Government hereby accord administrative sanction to the Chief Executive Officer, Andhra Pradesh Tourism Authority, for an amount of Rs.898.00 Lakhs (Rupees Eight hundred and Ninety eight Lakhs only) towards the tourism promotion activities already incurred/committed, including participation in events, exhibitions and associated arrangements, as detailed below, for the current Financial Year 2025-26,

(Contd..2)

from the Comprehensive Budget Release Order (CBRO) issued in the G.O. 1st read above: -

Sl. No.	Expenditure incurred for the Financial Year 2025-26 for various activities	Amount (Rs. in Lakhs)
1	Payment to ADTOI travel Mart (Including APTDC reimbursement)	300.00
2.	GFST Work Shop	67.00
3	Tirupati Investor Work Shop	29.00
4	ITB Berlin (Including APTDC Reimbursement)	30.00
5	Arabian travel Mart Including APTDC Reimbursement)	75.00
6	WTM London (Reimbursement to APTDC)	50.00
7	PATA travel Mart (Including APTDC reimbursement)	7.00
8	National Fairs: 1. Advertisement in Cannes Film Festival 2025 – Marche du Film, Cannes, France – 13th to 21st May 2025. 2. WOW Awards Asia 2025, Mumbai – 20th to 21st June 2025. 3. International Wedding Tourism Conclave 2025, Jaipur, Rajasthan – 6th to 7th July 2025. 4. MTM & LLTM Travel Exhibition, Mumbai – 31st July 2025. 5. EEMAGINE 2025, Udaipur – 1st to 3rd August 2025. 6. FAITH Conclave 2025, Swosti Premium Beach Resorts, Puri, Odisha – 12th and 13th August 2025. 7. 40th IATO Annual Convention, Mumbai – 22nd to 24th August 2025. 8. ITB India 2025, IICC, Yashobhoomi, New Delhi – 2nd to 4th September 2025. 9. BLTM 2025 Visakhapatnam – 11th to 13th September, 2025. 10. 9th BW Hotelier Indian Hospitality Summit & Awards (IHA-2025), JW Marriott, Aerocity, New Delhi – 22nd to 3rd September 2025. 11. FHRAI 55th Annual Convention, Bengaluru – 18th to 20th September 2025. 12. Outlook Travel Awards 2025, Oberoi / Hyatt, New Delhi – 22nd November 2025.	240.00
9	APTDC Reimbursement for Marketing Initiatives	100.00
	Total	898.00

(Contd..3)

5. The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada shall take further necessary action, accordingly.

6. This order is issued with the concurrence of Finance Department vide Finance Dept., U.O.No.FIN01-FMU0MRAS(GAD.2)/6/2019 (C.No.2798365), Dt.4.12.2025.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY JAIN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

The Chief Executive Officer, Andhra Pradesh Tourism Authority,
Vijayawada.

Copy to:

The Vice Chairman and Managing Director, AP Tourism Development Corporation Limited, Vijayawada.
The Finance (FMU-GAD.II) Department.
The PS to Spl.Chief Secretary to Government.
The Assistant Secretary to Govt., & DDO, YAT&C(T) Department.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Velagapudi.
The Pay & Accounts Officer, Mangalagiri, Andhra Pradesh.
The Director of Treasuries & Accounts, Mangalagiri, Andhra Pradesh.
The Accountant General (A&E), Vijayawada, Andhra Pradesh.
Sc/Sf.

// FORWARDED :: BY ORDER//

SECTION OFFICER